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U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE			
RESPONSE TO OFFICE ACTION		Docket Number: 11032/2144 PATENT	
Reissue Applicant Dwight Allen MERRIMAN et al	Reissue Application No. 09/577,798	Reissue Filing Date May 24, 2000	
Patent Number 5,948,061	Issued September 7, 1999	Examiner Harle, J	Art Unit 2166
Invention Title METHOD OF DELIVERY, TARGETING, AND MEASURING ADVERTISING OVER NETWORKS		Assignee DoubleClick, Inc.	

Address to:
Commissioner of Patents
Washington, D.C. 20231

Sir:

In response to the Office Action dated April 24, 2001, Applicants respectfully request reconsideration of the above-referenced application in light of the following remarks.

AMENDMENT

Please amend the claims as follows (note that these amendments are made with reference to the claims as amended by the Applicants' Preliminary amendment filed on April 4, 2001):

1. (Thrice Amended) A network supporting the hypertext transfer protocol, comprising:

a user node having a browser program coupled to said network, said user node providing requests for information on said network;

a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node;

an advertiser node having an advertiser web site including advertising content, said advertiser node responsive to a request to provide said advertising content; and an advertisement server node storing information about said user node, said advertisement server node being responsive to a request from said user node based on said link message to select [an] said advertiser node as a selected advertiser node based upon the information stored about said user node at said advertisement server

node, and identify said advertiser node as said selected advertiser node to said user node,

whereby said advertising content from said selected advertiser node is [displayed] displayable at said user node.

7. (Thrice Amended) In a network supporting the hypertext transfer protocol and having a user node including a browser program coupled to said network, said user node providing requests for information on said network, a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node, a plurality of advertiser nodes, each of said plurality of advertiser nodes having a respective advertiser web site including respective advertising content, each of said advertiser nodes responsive to a respective request to provide respective advertising content, a network node comprising:

an advertisement server node storing information about said user node and responsive to a request from said user node based on said link message to select [an] one of said plurality of advertiser [node] nodes as a selected advertiser node based upon the information stored about said user node at said advertisement server node, and identify said advertiser node as said selected advertiser node to said user node, whereby said advertising content from said selected advertiser node is [displayed] displayable at said user node.

13. (Thrice Amended) In a network supporting the hypertext transfer protocol and having a user node including a browser program coupled to said network, said user node providing requests for information on said network, an advertiser node having an advertiser web site including advertising content, said advertiser node responsive to a request to provide said advertising content, and an advertisement server node storing information about said user node and responsive to a request from said user node to select [an] said advertiser node as a selected advertiser node based upon the information stored about said user node at said advertisement server node, and identify said advertiser node as said selected advertiser node to said user node, wherein said advertising content from said selected advertiser node is [displayed] displayable at said user node, a network node comprising:

a content provider affiliate node having a respective affiliate web site responsive to

requests for information from said user node to provide media content and advertising space for display of advertising content, said content provider affiliate web site further providing a link message to said user node identifying the IP address of said advertisement server node to said user node for providing advertising content for said advertising space, wherein the advertising content is selected by said advertisement server node based upon the information stored about said user node at said advertisement server node.

16. (Twice Amended) A network supporting the hypertext transfer protocol, comprising:

a user node having a browser program coupled to said network, said user node providing requests for information on said network;

a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node; and

an advertisement server node storing information about said user node and responsive to a request from said user node based on said link message to select an advertising banner for said advertising space based upon the information stored about said user node, and to reply to said request from said user node by identifying said advertising banner to said user node,

whereby said advertising banner from said advertisement server node is [displayed] displayable at said user node in said advertising space.

20. (Twice Amended) A network in accordance with claim 16, [further including:]

wherein said advertisement server node is responsive to a request from said user node to identify an advertiser web site corresponding to said advertising banner; and further including

an advertiser node having an advertiser web site including advertising content corresponding to said advertising banner, said advertiser node responsive to a request to provide said advertising content corresponding to the selection of said advertising banner by [said] a user,

whereby said advertising content from said advertiser node is [displayed] displayable at

said user node.

23. (Twice Amended) In a network supporting the hypertext transfer protocol and comprising a user node having a browser program coupled to said network, said user node providing requests for information on said network, a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node, a network node comprising:

an advertisement server node storing information about said user node and responsive to a request from said user node based on said link message to select an advertising banner for said advertising space based upon the information stored about said user node at said advertisement server node, and to reply to said request from said user node by identifying said advertising banner to said user node, wherein said advertising banner from said advertisement server node is [displayed] displayable at said user node in said advertising space.

32. (Thrice Amended) In a network supporting the hypertext transfer protocol and comprising a user node having a browser program coupled to said network, said user node providing requests for information on said network, a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node, and an advertiser node having an advertiser web site including advertising content corresponding to [said] an advertising banner, said advertiser node responsive to a request to provide said advertising content corresponding to the selection of said advertising banner by [said] a user, a network node comprising:

an advertisement server node storing information about saiduser node and responsive to a request from said user node based on said link message to select an advertising banner for said advertising space based upon the information stored about said user node, and to reply to said request from said user node by identifying said advertising banner to said user node, wherein said advertisement server node is responsive to a request from said user node to identify an advertiser web site corresponding to said advertising banner,

whereby said advertising banner from said advertisement server node is [displayed] displayable at said user node in said advertising space, and whereby said advertising content from said selected advertiser node is [displayed] displayable at said user node.

51. (Once Amended) A network comprising:

a user node having a browser program coupled to said network, said user node providing requests for information on said network;

a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node;

an advertiser node having an advertiser web site including advertising content, said advertiser node responsive to a request to provide said advertising content; and an advertisement server node responsive to a request from said user node based on said link message to select ~~said~~ an advertiser node as a selected advertiser node, and identify said advertiser node as said selected advertiser node to said user node,

whereby said advertising content from said selected advertiser node is [displayed] displayed displayable at said user node,

wherein said advertisement server node selects said advertiser node based on a number of times said advertising content has been previously displayed at said user node.

52. (Once Amended) In a network having a user node including a browser program coupled to said network, said user node providing requests for information on said network, a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node, a plurality of advertiser nodes, each of said plurality of advertiser nodes having a respective advertiser web site including respective advertising content, each of said advertiser nodes responsive to a respective request to provide respective advertising content, a network node comprising:

an advertisement server node responsive to a request from said user node based on said link message to select one of said plurality of advertiser nodes as a selected advertiser node, and identify said advertiser node as said selected advertiser node to said user node, whereby said advertising content from said selected advertiser node is [displayed]

displayable at said user node,

wherein said advertisement server node selects said advertiser node based on a number of times said advertising content has been previously displayed at said user node.

53. (Once Amended) A network comprising:

a user node having a browser program coupled to said network, said user node providing requests for information on said network;

a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node; and

an advertisement server node responsive to a request from said user node based on said link message to select an advertising banner for said advertising space, and to reply to said request from said user node by identifying said advertising banner to said user node,

whereby said advertising banner from said advertisement server node is [displayed] displayable at said user node in said advertising space,

wherein said advertisement server node selects said advertiser node based on a number of times said advertising content has been previously displayed at said user node.

54. (Once Amended) In a network comprising a user node having a browser program coupled to said network, said user node providing requests for information on said network, a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node, a network node comprising:

an advertisement server node responsive to a request from said user node based on said link message to select an advertising banner for said advertising space, and to reply to said request from said user node by identifying said advertising banner to said user node,

wherein said advertising banner from said advertisement server node is [displayed] displayable at said user node in said advertising space,

wherein said advertisement server node selects said advertising banner based on a number of times said advertising content has been previously displayed at said user node.